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period. Professor Channing's book, is, on the whole, well balanced, because the author appreciates the merits and weaknesses of both sides of the controversy between Great Britain and her colonies in America.

Good judgment and a due sense of proportion characterize the volume throughout. One evidence of this is that the minor incidents of the complicated events of the revolutionary period, such as the Boston Massacre, The Tea Party, Paul Revere's Ride, the Mecklenburg Declaration, etc., are duly subordinated. That the author thinks clearly is evidenced by his lucid and straight-forward style of writing. The high standard set in volumes one and two have been fully maintained in volume three.

EMORY R. JOHNSON.

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CHERINGTON, P. T. *Advertising as a Business Force*. Pp. xv, 569. Price, \$2.00. New York: Doubleday, Page and Company, 1913.

The reader of Professor Cherington's book has heard its excellencies heralded by numerous men. It is a well advertised book on advertising, perhaps too much so, for many of us were expecting a phase of development from the text-book standpoint which would include creative suggestions in the economic interpretation of advertising, and we have been disappointed. The volume contains little more than an apt advertising man or student of advertising could obtain by continuous reading of the magazine, *Printers' Ink*.

As a book containing the classified experiences of firms in launching their campaigns, it will be valuable history. But as a text-book for continuous class use, there is too much material or detail. The student is lost in a maze of experiences which tend to inhibit original thinking in connection with the creative phase of advertising as a business force.

This book is typical, however, of the method of reasoning employed by many business men. They seem to think that whatever has been tried and proved a failure, should not be tried again; on the other hand, whatever success has been obtained by a given movement will, for them, repeat success. Neither of these two attitudes is accepted by those possessing originality or initiative and whose vision is to change the surface of the earth.

My criticism is thus given upon the book as a text-book in connection with the original development of the economic phase of advertising. A source book of practical experiences, it will be indispensable as a work of reference. His classifications are excellent. The student who is in difficulty with respect to certain factors in his own campaign which need the test of experiences, will be able in large measure here to obtain precedent.

Any text-book which treats a subject where innumerable pages are written by different persons, is never so satisfactory as one which involves the principles of a subject analyzed and coördinated by a single individual. It is true that Professor Cherington gives the principles involved in the instances cited, yet the force of his analysis is often lost through the individual style of the writer quoted.

The volume, then, should be regarded as a source book of advertising related to economic implications rather than the technique of advertising. It is excellent in suggesting to the student forming a campaign, the difficulties and the triumphs of past experiences.

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FARNAM, HENRY W. *The Economic Utilization of History*. Pp. viii, 200. Price, \$1.25. New Haven: Yale University Press, 1913.

This little volume brings together in convenient form several addresses and articles prepared by this well-known Yale professor. There is no clearly discernible thread of unity upon which the twelve chapters may be strung. The last nine chapters present in an attractive manner the theories of social reformers in relation to the problems of labor and of labor legislation. In the first chapters of the book, Professor Farnam upholds the thesis that economists as well as physicists and psychologists, can frequently utilize experimentation in studying economic subjects. American economists are especially open to criticism for neglecting their opportunities.

The United States, composed of the federal government, state and municipal governments, and the outlying dependencies, may readily be used as a great and unique experimental laboratory. Our over-zealous and impulsive legislators are furnishing an almost bewildering mass of experiments which are "being gratuitously performed for the economist." However, our courts by means of their power to nullify laws, frequently interrupt experimentation. "Most of our political questions have turned upon economic interests or economic ideals." Economic forces operate quite freely in America. Institutionalism has not yet become as powerful as in Europe; and the process of social evolution and economic progress is not seriously distorted by institutional lag. In addition to "official experimentation," this country "has also been the happy hunting-ground of social Utopias," extending from Mormonism to the Brook Farm experiment; and "our business men and lawyers have been peculiarly ingenious in evolving new forms of industrial organizations."

In order adequately to utilize the material freely offered in the great American social laboratory, the need of more teamwork is properly emphasized. "We need a closer coöperation between the universities, the governments, and the various societies and institutions devoted to economic research. In short, we need the principles of 'scientific management' applied to economic science." The individual working alone is at a disadvantage. It is, indeed, worth while again to call attention to "the economic utilization of history."

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GILLETTE, JOHN M. *Constructive Rural Sociology*. Pp. xii, 301. Price, \$1.60. New York: Sturgis and Walton Company, 1913.

The author of this volume is professor of sociology at the University of North Dakota. His aim is primarily to provide a textbook on rural sociology